Amendments to the Specification:

Please amend the following sections in the specification as follows:

1.   Detailed Description of the Drawings section, Page 4, lines 13-14 are amended as:

Figs. 6-6E 6-6D are screen shots of an exemplary computing application for use in the electronic registration of businesses in accordance with the present invention; and

2.   Page 15 paragraph beginning on line 25 and extending to page 16 line 12 is amended as follows:

Figure 3A shows an example business directory listing taxonomy 340 of business directory listing data that may be maintained by business directory listing data store 320 of Figure 3. Data taxonomy 340 has various levels 345 (top level), 350 (second level), 355 (third level), 360 (leaf nodes), and 365 (directory listing level). These levels are related in such a manner that data residing in level 345 acts as a parent to data found in level 350. Similarly, data that resides in level 350 may act as parents to data found in level 355 or data found in level 360. Accordingly, data found in level 365 may be children of data found in level 360. As shown, each of the various levels may contain a number of data elements. When implemented the lowest level 365 may contain the actual business directory listing information. Correspondingly, level 360, the parent to data of level 365, may serve to categorize the business directory listing information (ABISIC SIC base directory listings, 365) according to editorialized detailed category designations. Similarly, level 355 may serve to provide broader category designations for category designations of level 360. Level 350 may provide even broader categorization for data found in levels 355 or 360. Lastly, level 345 may provide the broadest category designations for data of level 350.

3.   Page 16 paragraph beginning on lines 13 -24 is amended as follows:

Data taxonomy 340 is better described by the following example. For example, level 340 may provide the broad category designation of "stores". Within this category designation, therein may exist more specific categories, such as, "specialty stores" and "antiques" found in level 350. Further "specialty stores" may encompass more specific categories, such, as "piano" stores as found in level 355 or alternatively "hobbies & crafts" and "toy stores" found in level 360. The "piano" stores category description of level 355 may act to broadly describe more specific categories "piano repair" and "pianos-retail" stores of level 360. Similarly, the "antiques" category descriptor of level 350 may act to describe the more specific category of "antique stores" of level 360. In turn, "antique stores" may act as a parent or category descriptor for business listings L7 and L8 of level 365. Similarly category descriptors "hobbies & crafts", "toy stores", "piano repair" and "pianos retail" may serve as category descriptors of ~~ABISIC~~ SIC base business listings L1 and L2, L3, L4 and L5, and L6, respectively.

4.   Page 18 paragraph beginning on line 7 and extending to line 16 is amended as follows:

Figures ~~6-6E~~ 6-6D shows screen shots of exemplary computing application 180 of Figure 5 processing and displaying data in accordance with business directory listing registration system 300 of Figure 3. As shown in Figure 6, computing application 180 may be displayed as application pane 600 offering a cooperating user (not shown) various controls to navigate and manipulate content 610. In the implementation illustrated, content 610 comprises an introductory page of a Web site offering to participating users online registration of business directory listings and advertisements. The registration service allows users to choose, among other things, a listing type; verify or change an already listed business name, address, or phone number; select the categories in which the participating user chooses to be associated with; and the ability to include promotional text to the business listing.

5.   Page 18 paragraph beginning on line 22 and extending to page 19 line 10 is amended as follows:

Figure 6B shows a screen shot comprising category content 620 for use by participating users (not shown) to categorize their business listings and advertisements according to user preferred categories. The categories listed in category content 620 may directly relate to various higher level descriptions of data taxonomy 340 of Figure 3A. Similarly, Figure 6C shows a screen shot comprising category content 625 listing sub-categories that may be related to the category chosen in Figure 6B by participating users (not shown). Participating users (not shown) may choose all of these sub-categories from category content 625 to better classify their business listings. Akin to Figure 6B, the sub-categories of Figure 6C may directly relate to lower level descriptions of data taxonomy 340 of Figure 3A. Figure 6D shows yet another screen shot comprising additional sub-category content 630. Sub-category content 630 comprises further classification offerings to participating users to better define their business. The sub-categories listed may directly relate to lower level descriptions of data taxonomy 340 of Figure 3A. ~~Figure 6E shows an alternative manner by which participating users may categorize their business listings. As shown, the application pane of Figure 6A comprises content 635 which includes~~ In one aspect of the invention, a search dialog box can be displayed that allows users to search for those categories (as opposed to selecting from a pre-defined list of categories) to be used to classify their business listings.

6.   Page 19 paragraph beginning on line 11 and ending to line 18 is amended as follows:

In operation, participating users (not shown) may choose those categories from category content 620, 625 or 630, or, in the alternative, search for categories using keywords according to content ~~635,~~ that best define their business listing. For example, as shown in Figures 6B-6D, a participating user may offer a business listing for furniture related items. Accordingly, the user may choose the "Home and Garden" category classification from content 620 of Figure 6B, the "Furniture" category from content 625 of Figure 6C, and "Bookcases and Tables" from sub-category content 630. Alternatively, the user may reach the same results by searching for these categories and sub-categories. ~~according to content 635.~~